

**Minutes**  
**El Paso Convention and Visitors Bureau**  
**Advisory Board Meeting**  
**Thursday, February 21, 2013 4:00 p.m.**  
**WestStar Bank Room**

**Board Members Present**

Danny Padilla  
Bianca Licon  
Mica Short  
Laurie Paternoster  
Bill Ketcherside

**Board Members Absent**

Dick Behrenhausen  
Lily Limon  
Bernie Olivas

**CVB Staff**

Bill Blaziek  
Mauro Monsisvais  
Bryan Crowe  
Leesy McCorgary  
Veronica Castro  
Brooke Underwood

**I. CALL TO ORDER**

- The meeting was called to order at 4:09 p.m.

**II. General Manager's Update**

- Bill Blaziek introduced the board's newest member, Bianca Licon. Bianca will represent District 3.
- A motion was passed to formalize Laurie Paternoster as board chair.
- CVB staff attended the annual Unity Dinner where over 1,000 were in attendance. In addition, over 800 were in attendance for Converge on the Capitol.
- Bill Blaziek introduced special guest Veronica Soto with the Downtown Management District.

**III. Department Updates**

**A. Financials: Bryan Crowe**

- December 2012 proved to be a strong and active month with a variety of events that included Deadmau5 and Sun Bowl.
- We are currently ahead of budget by \$123,183.
- Total expenses for CPAC for the month of December 2013 were \$667,271 bringing YTD expenses to \$2,114,758.
- Total expenses for CVB for the month of December 2013 were \$303,816 bringing YTD expenses to \$857,083.
- YTD after the influx of the City of El Paso funding there is an Adjusted Net Profit of \$55,878.

**B. Tourism Development: Veronica Castro**

- The department hosted 3 travel writers in the month of January. National publications include The San Diego Reader, Mountain Flyer Magazine, Outside Magazine, etc. In addition, two more journalists will visit El Paso in late February.

**C. Convention Development: Brooke Underwood**

- January and February have proved to be very busy months with a constant flow of department travel.
- The American Legion Department of Texas was secured for 2016 and is expected to host over 1200 in attendance.
- Staff traveled to Bryan College Station to attend the TACVB Mid-Winter Conference where El Paso received the Judges Choice Award for National Tourism Week.
- Monica Castillo was announced as our newest Convention Development sales manager and will focus on Healthcare, Corporate, and Government accounts.

**D. Facility Sales-Bryan Crowe**

- Lord of the Dance is currently on sale. The show is scheduled for March 24<sup>th</sup> in the Plaza Theatre.
- The Home and Garden Show will be held next weekend in the Convention Center.
- The Plaza Theatre featured an ad in Pollstar Magazine, a national trade publication that tracks activity in various public assembly venues. The Plaza Theatre was ranked in the top 100 venues internationally.

**E. Operations-Mauro Monsisvais**

- The Plaza Theatre sign has just endured a full renovation.
- Office renovations continue in the CVB building and Abraham Chavez Theatre.

**IV. Open Discussion**

**A. Mica Short**

- Mica announced that plans for the Mayors farewell luncheon are underway and is planned for April 22. The theme is "I did it my way."

**B. Bill Ketcherside**

- Fort Bliss is preparing for a busy weekend with 5 miles of the El Paso Marathon traveling through post.
- In May the Rod and Gun Club will host an event and details will be released as they become available.
- A free shuttle will be in place during Kidspalooza that will transport families from Fort Bliss to and from the Convention Center.

**C. Laurie Paternoster**

- Kidspalooza is scheduled for March 16<sup>th</sup> and Explorium has partnered with the Magoffin Home and Children's Hospital. The theme is "Enchanted Forest"

**\*The next meeting will be on Thursday, March 14, 2013 at 4 p.m.**